



**T'ruah**

the rabbinic call for human rights

**Formerly Rabbis for Human Rights – North America**

Dear manager,

We are writing to urge Wendy's to join with the Coalition of Immokalee Workers (CIW) and the Florida tomato growers in the new day dawning in the Florida tomato industry, **bringing higher wages and human rights to farm workers.**

**As Jews, we believe that our faith calls on us to work for justice. Jewish values demand that we fight for an end to modern slavery and human rights abuses.** Every time we pray, we remember our experience as slaves in Egypt and pledge that we work for a world where no one is enslaved. We believe that every human being is created in the image of God. Our faith also demands that workers be paid a fair wage for their work and are treated with the respect and dignity due to a reflection of the divine image.

**There is a well-documented human rights crisis in Florida's tomato fields.** In the most extreme conditions, farmworkers have been held against their will and forced to work for little or no pay, facing conditions that meet the stringent legal standards for prosecution as modern-day slavery. But there is a solution. **Why wouldn't Wendy's want to be part of it?**

**We urge Wendy's to join CIW's verification program to ensuring fair wages and conditions for those who pick its tomatoes.** Today the members of the Florida Tomato Growers exchange – representing 90% of Florida's tomato growers – are implementing the CIW's **Fair Food Program**, along with retail food industry leaders such as Walmart, Whole Foods, Trader Joe's, McDonald's and Subway. Under the FFP, those retailers require more humane labor standards from their Florida tomato suppliers and pay a price premium (**one penny more per pound of tomatoes**) for those more fairly produced tomatoes. They also buy only from growers who meet those high standards. It can be done! **But Wendy's has actively resisted joining the Fair Food Program.**

Wendy's is one of the largest buyers of Florida tomatoes. Given its market power, Wendy's participation in the Fair Food Program is not an option but a moral obligation. Yet of the five largest fast food corporations in the country — McDonald's, Subway, Burger King, Taco Bell (Yum! Brands), and Wendy's — **Wendy's is the only one not participating in the Fair Food Program.**

We look forward to the day soon when Wendy's joins the Fair Food Program to ensure human rights for Florida farmworkers who harvest the tomatoes used in your restaurants.

Sincerely,